

ENTERTAINMENT & SPORTS MARKETING ESSENTIALS

- Students will learn professional marketing software such as Photoshop, Illustrator, and InDesign.
- Production of an entertainment and sports paper, media guides and print advertisements.



ENTERTAINMENT & SPORTS MARKETING APPLICATIONS

- Video aspects of marketing will be learned through the production of commercials, T.V. shows and movies.
- The operation of an on-campus retail & internet store.



The Academy of Entertainment and Sports Marketing develops a foundation of solid marketing, financial, and business skills through the use of hands on activities and simulations that every student will be able to use in their future endeavors.

Real Life Applications

- Operation of the school's campus and online retail stores.
- Use of professional marketing software such as Photoshop, Illustrator, InDesign and Final Cut.
 - Production of a school entertainment & sports paper.
 - Designing sports media guides.
 - Planning of campus and city wide events.
- Partner with local businesses to complete marketing projects.
- Prepare for job interviews with community professionals.
- Creation of logos and slogans.

Students will also have the opportunity to earn a Certified Marketer Certification (CeMA), and/or ASK Certification (Assessment of Skills and Knowledge in Business).



ENTERTAINMENT & SPORTS MARKETING MANAGEMENT

- Students develop the skills to become a business & marketing leader.
- Students learn how to run a business, manage finances, and host major events.



PRINCIPLES OF ENTREPRENEURSHIP

- Provide the skills needed to realistically evaluate their potential as a business owner.
- Develop the fundamental knowledge and skills necessary to start and operate a business.

